

**CITY COUNCIL COMMUNICATION 98-104
MARCH 23, 1998 AGENDA**

SUBJECT:

UNION PARK CAROUSEL AGREEMENT

SUBMITTED BY:

**DONALD TRIPP
PARK AND RECREATION DIRECTOR**

SYNOPSIS –

To approve a concession agreement with the Des Moines Carousel Foundation, J.C. “ Buz” Brenton, President, for operation of a private carousel in Union Park.

FISCAL IMPACT –

The City's costs are limited to providing amenities such as benches, a water fountain, landscaping, etc. to the site. An estimate for this expense is \$3,000. All other costs will be paid by the carousel’ s owner. The benefits to the City will be an increased visitation to Union Park with the potential for increased use of nearby facilities like Birdland’ s Aquatic Center, Picnic Shelter, and Marina.

RECOMMENDATION –

Approve the concession agreement with the Des Moines Carousel Foundation.

BACKGROUND –

The Des Moines Carousel Foundation, a group of interested local citizens headed by local businessman J.C. “ Buz” Brenton, desires to install a large carousel in Union Park on a seasonal basis beginning the summer of 1998. The Foundation believes Union Park offers a central location in the City with excellent access and parking. While the City would have to provide site amenities and some labor, all construction, operation, and maintenance expenses of the carousel would be paid by the Foundation.

The carousel will be located in the area just west of the parking lot serving the rocket slide playground and south of the rental cabin. Funds have already been raised by the Foundation to

purchase the carousel. The Foundation proposes operating it for two trial seasons (summers of 1998 and 1999). The carousel will be housed under a tent designed for it. The tent and carousel will be dismantled after each of the two trial seasons. The seasons will run approximately May 15– September 15 each year. It is expected to be available for use 6-7 days a week from approximately noon to 7 or 8 p.m.

Because the Foundation would like to keep ticket prices low, revenues are not expected to meet all costs. Supplemental funds have been secured by the Foundation to cover all expenses over revenues.

On August 12, 1997, the Des Moines Park and Recreation Board, by Resolution No. 97-171, recommended to the City Council that it approve Union Park as the site for locating a private carousel and authorize staff to negotiate a concession agreement.

On September 8, 1997, the City Council, by Roll Call No. 97-3098, agreed with the recommendation of the Park and Recreation Board and authorized staff to negotiate a concession agreement for operation of a private carousel in Union Park. An RFP was prepared by staff and distributed by the City Purchasing Division to obtain bids. Only the Des Moines Carousel Foundation submitted a proposal.